Project Plan: Name of Your Project

Like writing your name at the top of your worksheet back in elementary, start with a name. You can always change the name later as your plan becomes more clear, but it helps to take the scary blank page away.

Opportunity / Situation

What's going on in your world that you're doing this project for? Just a few sentences about why you're getting into this project.

With Family Day coming up, we want to tie in a membership drive campaign for the community to "Join our Family" and become a member or renew their membership. Summer Student Catherine has gathered member stories to share, so we'll be using those to tie it all together.

Audience

Who is this project for? Is it for a specific type of customer (Magic Players, jewellery lovers who are into K Pop Demon Hunters)? For staff only? Just for yourself? There can be multiple audiences, but try to keep it to three at most or you risk your project having too many moving parts.

- *Primary: People connected to our organization, but not members.*
- *Secondary: Members about to expire.*

Objective

What is your overall hope for this project? Here you don't have to be specific, just a general: what does a successful outcome look like?

Awareness of our Membership program and its perks.

Goals

This is where we figure out what exactly we're trying to accomplish. Are you making a new thing? Are you trying to increase sales or social media numbers? Are you trying to find savings or reduce waste? Get specific.

Get 10 new members, and 5 renewals by March 8th, 2025.

Budget

How much money do you actually have to spend on this project?

Zip. Nada. Only staff time.

Strategy

What are all the pieces that you'll be doing to reach your goals? You can start by brainstorming ideas, then refine it down to the items you think are most important to make this project happen.

- *Landing page with stories and big sign up button; featured in homepage rotator box*
- *Email blast to non-members introducing the campaign (News & Updates, Volunteers, excluding current members)*
- *Email blast reminder soon-to-lapse members to renew*
- *Email thank you to current members*
- *Corporate social media*
- *Posts to Facebook groups*
- *Blurb in March enews*

Plan & Timeline

Working backwards from your end date goal for this project, take all the items from your strategy and put them into a timeline. When do you want them to be finished? Who is going to do them? I also like to add in lines for their current status and any notes I might have about line items. This is where you *can* get fancy with Gantt charts or project planning apps, if you're into that, but honestly a simple table chart does the trick just as well.

Activity	Assigned to	Deadline	Status	Notes
Draft plan	Caoimhe and Andrea	Feb 14	Completed	
Create landing page and put in rotator box	Andrea	Feb 15	Completed	
Draft eblast to non-members and schedule	Caoimhe	Feb 15	Completed	

Draft eblast to soon-to-expire members and schedule	Caoimhe	Feb 15	Completed	Had some issues pulling the soon to expire list.
Draft eblast thank to current member (excluding soon to expire)	Caoimhe	Feb 15	Completed	
Draft social media post for Family Day	Caoimhe	Feb 15	Completed	
Draft remaining social media posts	Caoimhe	Feb 20	In progress	
Draft posts for FB groups	Caoimhe	Feb 20		
Blurb for March enews	Caoimhe	Feb 27		

Evaluation

Once your project is completed, it's important to take five minutes and review how you did. Did you reach your goals? Great! If not, that's okay too. What went well, what was tricky, what would you change if you were to do this project again?

Had some issues pulling the soon to expire list. Pull this sooner next year.